

**AMENDMENTS TO THE CLAIMS**

1-55: (Canceled)

56. (New) A computer-implemented method of reducing e-commerce fraud, the method comprising:

receiving a payment request at a computer system that implements a user-to-user funds transfer service, said payment request generated by a buyer via a web form of the computer system, and specifying a seller and a payment amount to transfer to the seller, said payment request being associated with a sales transaction between the buyer and the seller;

in response to the payment request, performing an automated fraud check of at least said seller, said automated fraud check comprising an automated assessment of data associated with the seller, including data obtained from a third party not directly associated with the transaction;

when the automated fraud check produces an adverse indication, declining the payment request; and

when the automated fraud check does not produce an adverse indication, processing the payment request by causing the payment amount to be transferred from the buyer to the seller.

57. (New) The method of Claim 56, wherein the automated fraud check additionally includes an automated fraud check of the buyer.

58. (New) The method of Claim 56, wherein performing the automated fraud check comprises taking said payment amount into consideration in assessing a risk associated with the transaction.

59. (New) The method of Claim 56, wherein the third party is a credit bureau.

60. (New) The method of Claim 59, wherein performing the automated fraud check comprises requesting credit information of the seller from the credit bureau.

61. (New) The method of Claim 56, wherein performing the automated fraud check comprises using risk assessment scoring provided by said third party.

62. (New) The method of Claim 56, wherein the third party is a credit card issuing agency.

63. (New) The method of Claim 56, wherein performing the automated fraud check comprises authenticating the seller.

64. (New) The method of Claim 56, wherein the automated fraud check is additionally performed using data collected by the computer system from the seller via one or more web forms.

65. (New) The method of Claim 56, wherein performing the automatic fraud check comprises using a risk score to assess a risk associated with the transaction.

66. (New) The method of Claim 56, wherein the method comprises responding to the payment request by sending an electronic request for information to the seller, and using information returned by the seller in response to the request to perform the automated fraud check.

67. (New) The method of Claim 56, wherein performing the automated fraud check comprising using information supplied by the seller during web-based registration to assess a risk associated with the seller.

68. (New) The method of Claim 56, further comprising, when the automated fraud check produces an adverse indication, electronically notifying the buyer and the seller of said adverse indication.

69. (New) The method of Claim 56, further comprising, when the automated fraud check produces an adverse indication, initiating a manual review by a human risk management assessor.

70. (New) The method of Claim 56, wherein the sales transaction is an Internet auction transaction.

71. (New) The method of Claim 70, wherein the payment request includes an auction identifier of said auction.

72. (New) The method of Claim 56, wherein the seller is an individual.

73. (New) The method of Claim 56, further comprising registering the buyer and the seller with the funds transfer service via a web-based user interface.

74. (New) A funds transfer system, comprising:

a computer system that implements a funds transfer service;

a web-based user interface hosted by the computer system, the web-based user interface including functionality for payers and payees to register with the funds transfer service, and including functionality for at least the payers to generate payment requests for initiating funds transfer transactions with payees; and

a risk management system implemented by the computer system, said risk management system being responsive to a payment request generated by a payer for transferring funds to a payee by at least (1) performing an automated risk assessment of both the payer and the payee using information supplied by at least the payer and payee via said web-based user interface, and (2) declining the payment request if the automated risk assessment produces an adverse indication.

75. (New) The funds transfer system of Claim 74, wherein the risk management system is configured to perform the automated risk assessment using data supplied by a third party that is not directly associated with the transaction.

76. (New) The funds transfer system of Claim 75, wherein the third party is a credit bureau.

77. (New) The funds transfer system of Claim 75, wherein the third party is a credit card issuing agency.

78. (New) The funds transfer system of Claim 75, wherein the risk management system uses scoring provided by the third party to perform the automated risk assessment.

79. (New) The funds transfer system of Claim 74, wherein the risk management system is configured to notify the payer and payee when the risk assessment produces an adverse indication.

80. (New) The funds transfer system of Claim 74, wherein the risk management system is configured to flag a funds transfer transaction for manual review when the automated risk assessment produces an adverse indication.